

## MOTOR CARMAKERS IMPROVE SERVICE

Manufacturers Making Efforts  
to Take Better Care of  
Owners.

By A. B. CUMMER.

Chairman Service Committee, National Automobile Chamber of Commerce.

"Service," as applied in the automobile field, has generally been considered synonymous with "maintenance" or "up-keep," but now it is taking on a much broader meaning than merely taking care of cars. The real significance of service is taking care of the owner. Putting and keeping his car in correct mechanical condition is merely the means to the end of making him satisfied with his purchase so that he will be a repeat customer himself and encourage his friends also to buy the car that has pleased him.

During the year there were two conventions of service managers from the factories that are members of the National Automobile Chamber of Commerce, one at Indianapolis in May and one in Cleveland in November. At both of these the service problems of the industry were considered and means for decreasing the cost and improving the quality of service were discussed. The Cleveland meeting crystallized the conviction that the human problem is a greater one at present than the mechanical one in the rendering of service—that is, the instilling in the heart of the personnel of service organizations of all kinds what was called the "spirit of service" or, at another time, "service with a smile," and it was determined at this meeting that each would go back to his job determined to put this smile to work in his own department and commend it to the distributors and dealers throughout the country as deserving their urgent cultivation. Courtesy is fundamental to the selling of anything and service has come to be regarded in the light of a commodity for sale just as much as anything else tangible or intangible for which the public has use. That being the case, we must treat our customers more courteously in order to sell them service and thereby sell more cars.

But the manufacturers' service men are not the only ones that have had meetings. The service men of dealers, distributors, independent repair shops, garages and service stations for cars, parts and accessories also have had meetings in the twelve cities where they are now active. Meetings held monthly or oftener have afforded the opportunity to discuss the problems peculiar to the locality of each, and results have been evident in reduced labor troubles, improved ways of doing work and all the other advantages that go with the exchanging of experiences and the getting better acquainted with those engaged in this field. Nearly all of these have come into being within the calendar year, and only one of them is over two years old.

This getting together, as have doctors, engineers, lawyers and those of other professions, to advance their own knowledge, standardize practices and earn the respect of the public for their calling will accomplish for service similar benefits realized for medicine, engineering and law.

The Service Bulletin of the N. A. C. C. has grown from a single multigraphed page to an eight page printed publication of constantly increasing usefulness to the service managers of the factories, who constitute its primary mailing list and to the service associations, automobile schools and other companies and individuals now included on the secondary mailing list. The major part of the Bulletin is given to the Service Digest, which is an index to articles relating to service that appear in current automobile publications and incidentally furnishes an interesting measure of the increasing importance of service.

The people responsible for improving service are aware of the importance of improving it and it can be anticipated with all confidence that in the not very distant future service will take its place as a respected and respectable grand division of the automobile industry.

## MORE MOTOR LAWS LIKELY THIS YEAR

State May Increase Registration  
Fees for Cars and Trucks.

ALBANY, Feb. 5.—Judging from the talk already heard about the State Capitol there will be plenty in the way of motor vehicle legislation attempted in the New York State Legislature during the present session. It is every indication to-day that the present operator's law, now confined to New York city, will be made Statewide. Secretary of State Lyons has declared himself in favor of such a move, and it is a generally accepted fact that automobile clubs and similar organizations will lend their support to the measure after its introduction.

There is talk also of another increase in registration fees. In view of the fact that the State is hard pressed for funds it is more than possible that the increase will come about, although as yet there is nothing definite as to just how great it will be. Some legislators are open in their declarations that commercial cars should pay double the present registration fees and that there should be a five dollar boost in passenger cars. It is quite possible that the age of a car will not be a factor a year hence in figuring out the registration fees.

The Kelly-Simpson and the Walton-Pearson bills, each of which passed one branch of the Legislature last year, are certain to be reintroduced in the present Legislature. The Kelly-Simpson bill serves to enlarge the power of the Secretary of State along the lines of suspension and revocation of licenses and will have the backing of New York city magistrates and others. If the bill becomes a law the Secretary of State will be given the power to subpoena witnesses. Lack of this has proved a serious handicap in hearings during the past year. The bill, carrying as it does a large number of amendments, prohibits among other things the use of freak horns and cutouts.

## AVOID THIS TIRE GRINDER.

"Plink! plink! plink!" hear those little raindrops beginning to make their music on the windshield? It's old man Wet Weather ringing his bells on one of his periodical rounds of tire grinding.

Strange old gent he is, because if you don't take the time to halt and put on your skid chains he proceeds to follow along and do business with you, anyway. Figuring out the dollars he grinds from bare tires in the course of a year would tax the strength of an adding machine, for he seems to have a regular bunch of customers who seem willing to take a chance with his grinding at every opportunity. Nothing delights him more than to see rear wheels spinning around at a dizzy rate in their efforts to get a tire hold on the slippery paving that his helpers have prepared for his benefit.

Don't let the music of his bells lull you into a careless mood. Get out and put on your tire chains at the very first "plink," even though he may attempt to shower you enough to dampen your ardor while doing so. Absolutely refuse to take the chance of doing business with the crafty fellow, for remember, he never refunds any of the money that he grinds from your tires!

## BEWARE OF PRICE CUTTING TIRE MAN

Many Dealers in Rebuilt Tires  
and "Seconds" Frauds,  
Say Ad Clubs.

"Practices employed by cut-price dealers in the marketing of rebuilt tires and factory 'seconds' have long deceived the buying public, injured the tire industry, and thrown many honest dealers into ill repute," states a report from the Associated Advertising Clubs, commenting upon a bulletin which was issued after an exhaustive study of the situation by its National Vigilance Committee.

"Unscrupulous dealers intentionally leave out of their advertising the facts which would correctly inform the public of the true character of the tires which they offer for sale," the Vigilance Committee states. "While the tires are legitimate products within themselves and fill a real need, yet the misrepresentations under which they are sold constitute a serious menace."

The committee of the Advertising Clubs holds that two classes of tires, rebuilt or reconstructed tires and factory 'seconds,' particularly give rise to misrepresentation. It states: "Unreliable dealers commonly call rebuilt tires 'double treads,' yet few readers know that instead of meaning an extra thickness of tread, which the name implies, it is in reality a second-hand tire, remade by cutting old, worn casings and sewing together the less worn parts."

"It is untruthfully claimed that these tires are free from punctures or rim cuts, and to heighten the impression that these are unusually safe, a reliner, supposed to prevent blowouts, is given away free with each tire. A reliner, however, is false security because dependable tires do not need them and they only mean increased friction which produces friction and friction causes blowouts."

"All tires which are defective in workmanship or materials are rejected by some manufacturers and called 'seconds.' These do not carry the manufacturer's guarantee and are disposed of through dealers handling that class of goods. The very fact that they have been rejected makes them unfit to be sold in competition with first class stock, unless the buyer is fully informed of the exact character of the product which he is getting."

"Guarantees of exceptional mileage are invariably made for rebuilt and 'second' tires, but these are merely the dealer's own promises and are often misleading, because he simply offers to replace a tire which does not give the specified mileage with another tire of the same sort at half price. This sounds fair, but experience has proved it to be otherwise. Elementary arithmetic will show the cost of mileage upon such a basis to be enormous if the tires blow up in a few hundred miles, which they often do."

"Comparing the price of rebuilt or 'second' tires to the price of standard first quality tires of known and meritorious makes is another common and deceptive practice which many dealers follow. It is a falsehood to claim that rebuilt or 'second' tires are selling at large reductions from 'list' prices. Such tires have no list price and have never had one. They sell for whatever they will bring and generally that is every bit of what they are worth in the market."

"The \$1 tire sale is another means of misrepresentation. In these sales the customer is given an additional tire for \$1 provided he first purchases one tire at the full 'list' price. In every instance two tires must be purchased and in no case is a single tire sold for \$1. The use of the deceptive list price, plus the \$1, gives the seller a good price for each tire."

The National Vigilance Committee of the Advertising Clubs urges that users of tires should carefully scrutinize the advertising of all cut rate dealers, remembering that even in these days of readjustment, claims of enormous savings are suspicious in themselves. When tires are offered at 40 to 75 per cent. less than usual, they are generally worth no more than the cut price asked for them.

## V. M. I. TO MEET PENN FIVE.

Special Despatch to THE NEW YORK HERALD.

PHILADELPHIA, Feb. 5.—Virginia Military Institute, which surprised the football world by crushing the Penn football team last fall, has been added to the Red and Blue basketball schedule. Manager Strickland of the Penn team has closed a game with the Southern team to be played here February 7. Bunny Leach, the famed halfback; Buting and Stuart, also members of the backfield, are on the V. M. I. quintet.

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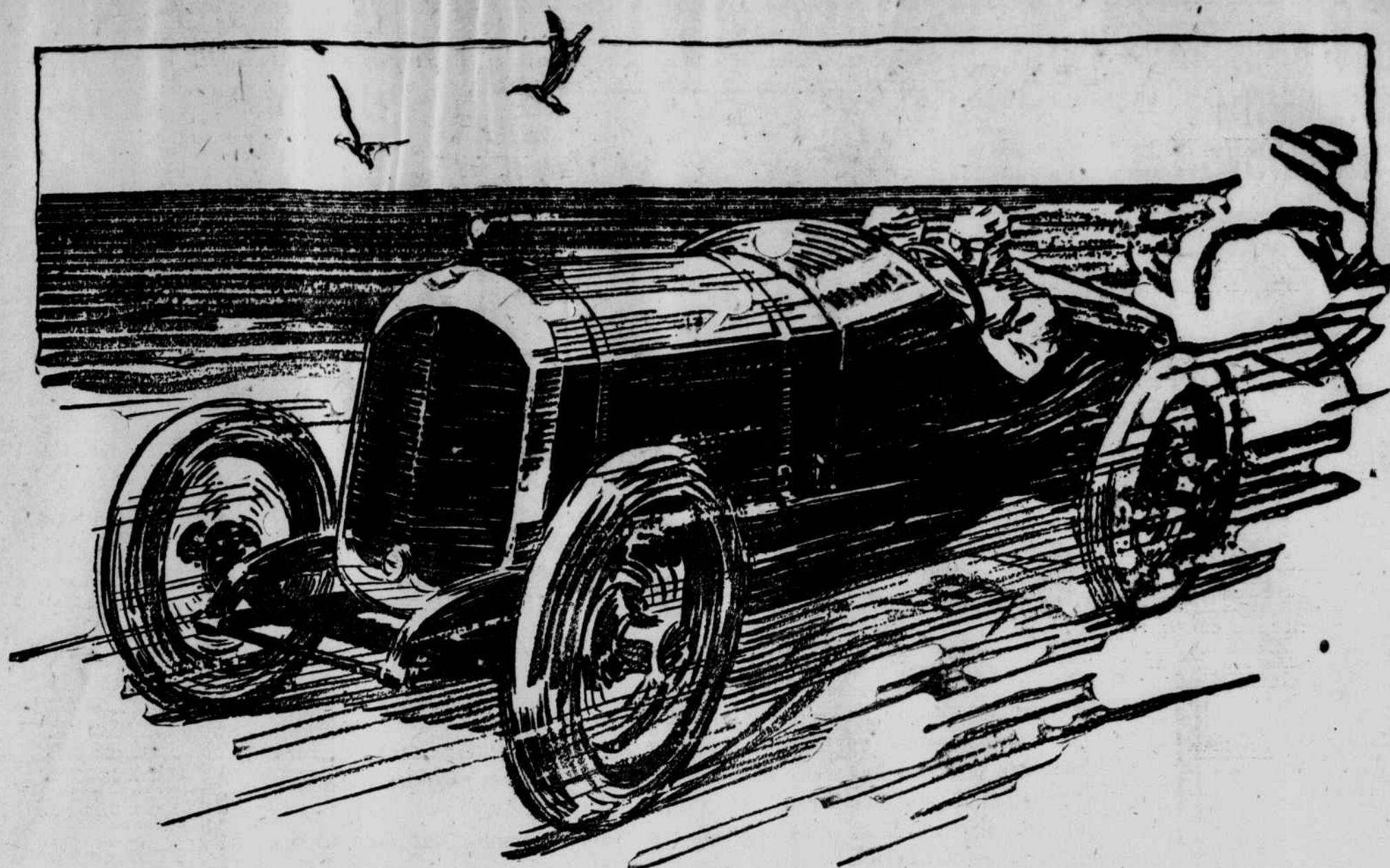
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Henceforth these cars must be recognized by the entire world as Speed Masters of the highway. There need never be humiliating dust for the 6-66 owner because he will drive with the serene confidence of the true champion—and his horn blast will be more than an idle boast.

If you would be convinced, take just one demonstration in a Paige 6-66 Model and judge it from the standpoints of power, speed, acceleration, spring suspension and general motor efficiency.

Get the facts—actual lapsed time of the tests—and make a record on the demonstration card furnished by our dealer.

Then, take a second demonstration in any other car—at any price—and compare the results. That is all we ask and it is all that any good sportsman could possibly desire.

And remember, please, when you ride in the 6-66 you are riding behind an exclusive Motor—a six cylinder power plant that you will find in the Paige and no other car in the world.

We repeat, take just one demonstration—and draw your own conclusions.

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